DESIGN CHALLENGE
INDUSTRY INVITATION.

Improving the world through engineering
The Institution of Mechanical Engineers takes pleasure in inviting you to join us as a partner/sponsor of our leading annual student competitions, the Design Challenge.

The Design Challenge provides first and second year undergraduates a taste of the ‘real world’ of engineering by asking them to design, build and operate a device to a strict technical specification and showcase their ideas by means of a poster and a presentation. By working together we will continue to lead the way in promoting value, cohesion and developing skills within our industry sectors.

“...”

We set up the Design Challenge to show first-year students that their academic studies had real life application. We want to build on their interest to study the subject and subsequently follow an engineering career. The students give us great confidence for the future of engineering in the UK.

Colin Brown
Chief Executive, IMechE
**WHY GET INVOLVED?**

**Recruit and acquire fresh talent**
- Connect with skilled best-in-class graduates
- Post vacancies via IMechE’s digital channels
- Offer interviews to participants for work placement opportunities

**Link to Corporate Social Responsibility initiatives**
- Be part of a growing network of industry leaders that promote innovation and inspire the next generation.
  - Generate a stronger pool of industry-ready young engineers, providing them a platform for gaining
    - Real-world engineering experience
    - Technical, engineering, design and manufacturing skills
    - Team-working, time management, project management, budgeting and presentation skills
    - Networking skills.

**Deliver profiled and relevant Brand Exposure**
- Sponsor a prize/award
- Branding and PR opportunities - digital, print and merchandise

**Event Engagement**
- Network and interact with finalists.
- Be part of a judging panel
Demonstrate leadership in your field and engage with

500,000 IMechE Social Media Followers

120,000 IMechE Members

2000 Students across the UK

Participating universities:

University of Bolton
Bournemouth University
Brunel University London
Coventry University

Durham University
Harper Adams University
University of Hertfordshire
Kingston University London

Lancaster University
Manchester Metropolitan University
Middlesex University London

Newcastle University
Northumbria University
Queen Mary University of London

University of Salford
University of Southampton
University of Sunderland

Teesside University
University of Central Lancashire
UCL
University of East London

97% of participants are on a Mechanical Engineering Degree

3% Others

IMechE Design Challenge
The Design Challenge gives an insight into a career in engineering and we particularly enjoyed discussing ideas with peers and admire creativity and ingenuity shown by the teams.

2018 Design Challenge participants
The Challenge is open to teams of up to five students in the first or second year of an engineering course at a UK university. They will compete in regional competitions during March and April, with the winners competing in a national final at the start of the following academic year.

This will be hosted at One Birdcage Walk, Westminster, the headquarters of the Institution of Mechanical Engineers in London.

Find out more about the competition.
Contact us to day to find out more about sponsorship opportunities.

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<thead>
<tr>
<th>Package</th>
<th>£5000</th>
<th>£3000</th>
<th>£2000</th>
<th>£100-500</th>
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<tr>
<td><strong>Recruitment</strong></td>
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<td>Post job vacancies on the Design Challenge webpage</td>
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<td>Offer interviews to participants for work placement opportunities</td>
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<td>Join the judging panel at the Challenge event</td>
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<td>Dedicated email communication/ newsletter reaching up to 100 regional finalists</td>
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<td><strong>PR and Publicity</strong></td>
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<td>Logo and branding on website and event communications throughout the Challenge cycle.</td>
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<td>Mentioned as Challenge sponsor/ partner on all Media/Newsletters</td>
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<td>Sponsor a prize/award</td>
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<td>Banners/ merchandise at event/ Stand at event</td>
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<td><strong>CSR</strong></td>
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<td><strong>Prizes/Awards</strong></td>
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<td>First Place - £500</td>
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<td>2nd Place - £300</td>
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<td>3rd Place - £100</td>
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<td>3 Category Awards (Presentation/Poster/ Peer Review) - £100 each</td>
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Any combination may be picked. Offers can be customised.
Contact us today to find out how you can get involved:

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